WHAT IS CLAIMED IS:

1. A sleeping bag, comprising:

a cinch mechanism for maintaining the sleeping bag in a rolled configuration, the cinch mechanism comprising:

a loop;

a cord; and

a clasp attached to the cord;

wherein the loop, the cord, and the clasp are arranged and configured such that, when the sleeping is rolled, the loop wraps around the sleeping bag, the cord is extended through the loop, and the clasp is attached to a portion of the cord so as to hold the loop and cord in place.

- 2. The sleeping bag of claim 1, wherein the loop is attached to a foot of the sleeping bag.
- 3. The sleeping bag of claim 2, wherein the cord is attached to a foot of the sleeping bag.
- 4. The sleeping bag of claim 1, wherein the cord is attached to a foot of the sleeping bag.

- 5. The sleeping bag of claim 1, wherein, when the sleeping bag is folded lengthwise, the loop is attached to a bottom half of the sleeping bag.
- 6. The sleeping bag of claim 5, wherein, when the sleeping bag is folded lengthwise, the cord is attached to a top half of the sleeping bag.
- 7. The sleeping bag of claim 1, wherein the clasp comprises an opening for hooking onto a portion of the cord that extends against an outer surface of the sleeping bag.
- 8. The sleeping bag of claim 7, wherein the clasp comprises two openings for hooking onto a portion of the cord that extends against an outer surface of the sleeping bag.
- 9. The sleeping bag of claim 8, wherein the two openings are located on opposite sides of the clasp.
- 10. The sleeping bag of claim 8, wherein the two openings are located on the same side of the clasp.

- 11. The sleeping bag of claim 7, wherein the clasp is configured to fit a hand of a user.
- 12. The sleeping bag of claim 11, wherein the clasp includes a narrowed portion for attaching to the cord and for grasping with a hand, and a thickened portion including the opening.
- 13. The sleeping bag of claim 1, wherein the loop comprises two attachments that align adjacent to outer portions of the sleeping bag when the sleeping bag is rolled.
 - 14. A sleeping bag rolled into a roll, comprising:
 - a loop extending in one direction around the roll; and
- a cord extending in an opposite direction around the roll and removably attached to the loop for maintaining the sleeping bay in the roll.
- 15. The sleeping bag of claim 14, further comprising a clasp that is utilized to attach the cord to the loop.
- 16. The sleeping bag of claim 15, wherein the clasp is connected to the cord.

- 17. The sleeping bag of claim 16, wherein the cord extends through the loop and the clasp is attached to a portion of the cord extending along an outside of the rolled sleeping bag.
- 18. The sleeping bag of claim 17, wherein the clasp comprises an opening for hooking onto the portion of the cord.
- 19. The sleeping bag of claim 18, wherein the clasp comprises two openings for hooking onto the portion of the cord.
- 20. The sleeping bag of claim 19, wherein the two openings are located on opposite sides of the clasp.
- 21. The sleeping bag of claim 19, wherein the two openings are located on the same side of the clasp.
- 22. The sleeping bag of claim 18, wherein the clasp is configured to fit a hand of a user.

- 23. The sleeping bag of claim 22, wherein the clasp includes a narrowed portion for attaching to the cord and for grasping with a hand, and a thickened portion including the opening.
- 24. The sleeping bag of claim 14, wherein the cord extends through the loop and is attached to itself.
- 25. The sleeping bag of claim 24, wherein the cord is attached to a portion of the cord extending along an outside of the rolled sleeping bag.
- 26. The sleeping bag of claim 24, wherein the cord is attached to itself by tying.